

**Strategy**  
**+ Style**  
Marketing  
Group

TRANSFORMING REAL ESTATE INTO DESTINATIONS



# OVERVIEW

## STRATEGIC CONSULTING + MARKETING + TECHNOLOGY

STRATEGY+STYLE MARKETING GROUP DEVELOPS AND EXECUTES STRATEGIC, COST-EFFECTIVE MARKETING SOLUTIONS THAT MAXIMIZE OUR CLIENTS' ROI. WE WORK CLOSELY WITH CLIENTS TO SET AND ACHIEVE BUSINESS MILESTONES—ALWAYS FOCUSING ON INCREASING MARKET SHARE IN CREATIVE, INNOVATIVE WAYS.

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### PROFESSIONAL ASSOCIATIONS

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## REAL ESTATE

### RETAIL REAL ESTATE

We are a strategic consulting and marketing services firm bringing more than 30 years of experience to private equity investment groups, shopping center ownership entities, real estate developers, and retailers. Our retail expertise encompasses both consumer and B2B marketing, asset optimization, business development and more. We develop innovative, data-driven strategies to build traffic and sales and enhance overall NOI.

### RESIDENTIAL REAL ESTATE

Whether developing a new residential community or selling existing listings, Strategy+Style develops targeted marketing strategies and a cohesive branding approach to find the right buyers and set communities apart. Corporate branding, thought leadership and community engagement tactics are also key services offered to enhance a company's brand behind each project.

## TECHNOLOGY + RETAIL FOOTSTEPS®

Connect the online customer journey to the physical world.

Many shopping centers fail to leverage the potential or meet the digital expectations of their customers. This digital divide poses a serious threat to revenue for brick-and-mortar retail. The team at Strategy+Style Marketing Group combines its retail real estate expertise with best-in-class marketing technology solutions to enable shopping centers to prospect, acquire, engage with and influence consumers, ultimately driving retail footsteps and sales.

Through vetting and testing vendors and technology, as well as conducting cost and results analysis via real world campaigns, Strategy+Style developed an innovative and customizable technology stack, Retail Footsteps. This low cost of entry solution allows shopping centers of all sizes and to create a digital footprint, initiate marketing strategies, and harness the power of technology to create asset value.



# SERVICES



## MARKETING STRATEGY

Strategy+Style is more than an agency— we are a partner and strategic consultant. With immediate access to senior level leadership, insight and best practices, clients receive strategic and custom marketing plans based on product, market nuances and budget, all at a scale that is right for each business.



## DESIGN

Through a talented, in-house creative team, Strategy+Style offers clients a hands-on approach to its design and production services. From conception through activation, we develop strategic creative that generates attention and response from the target audience.



## TECHNOLOGY + RETAIL FOOTSTEPS

Strategy+Style understands which technology tools work together to drive unique business goals. The team implements technology on behalf of our clients to develop and deliver brand content across all touchpoints, engage with new and loyal customers and drive retail footsteps and sales.



## DESTINATION MARKETING | PLACEMAKING

Value creation comes from the ability to reimagine and reinvent real estate to strengthen the connection between its public spaces and its customers. Strategy+Style works closely with developers and owners to integrate events, services, pop-ups, visual displays and more into the overall real estate experience to engage with the community and maximize shared value.



## BRANDING

Recognizing the significance of branding and the need for each product to be recognizable and desired, Strategy+Style works with clients to revitalize and define a visual identity and brand voice for each project. Designs and messaging are developed to present brands to consumer and B2B audiences in a unique way.



## DIGITAL

Strategy+Style works with clients to enhance their online presence and maximize engagement through website development, search engine optimization (SEO), content creation, social media, mobile marketing, loyalty programs, email marketing and more. We offer efficiency and analytics via access to technology tools that we source and scale for our clients.





## COMMUNICATIONS

Strategy+Style tailors comprehensive media and influencer outreach strategies to each client's brand-centric needs, elevating awareness and encouraging target audiences to take action in today's complex marketplace. Services include public relations, content marketing, influencer marketing, media training, crisis communications and more.



## STAKEHOLDER COLLABORATION

Strategy+Style takes an asset optimization approach to support our real estate clients' internal and third party teams, including leasing, property management, development, architecture, etc. We work collaboratively to oversee the execution of marketing tactics in each local market, leverage each property's visibility with retail decision makers and assist with the creation of a cohesive vision for each project.



## MEDIA PLANNING + BUYING

Strategy+Style provides media planning, buying and optimization services across digital and traditional channels with an audience-first approach. The media mix is recommended based on an understanding of the target audience, local market trends and data regarding how the audience is using devices and consuming media. We also offer innovative, digital media solutions featuring in-store attribution to measure the impact of digital advertising on offline visitation.



## COMMUNITY ENGAGEMENT + EVENTS

Strategy+Style works with its clients to develop relationships with local organizations and businesses to create strategic partnerships that benefit the community and make a positive impact on the business' image and brand reputation. From events and sponsorships to philanthropic outreach and social responsibility programs, we offer our expertise to concept and execute these efforts to boost customer retention and drive profitability.



## RETAILER RELATIONS

Strategy+Style is passionate about retail and believes that the most successful shopping centers align ownership and retailers' business objectives. Through its history and knowledge of retailers' needs, in addition to an expansive network of retail connections, we take an integrated asset management approach to collectively drive traffic and sales.



## RESEARCH + MARKET ANALYTICS

Experienced in using state-of-the-art research methods, such as geo-fencing, digital + social surveys, and mobile location targeting, Strategy+Style analyzes data against industry-specific benchmarks to identify trends and find actionable information to support marketing, asset management and leasing efforts.





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## KAREN E. FLUHARTY

### FOUNDING PARTNER+CHIEF STRATEGIST

A NOTED INDUSTRY LEADER WITH MORE THAN 30 YEARS OF REAL ESTATE MARKETING EXPERIENCE AND THE FOUNDING PARTNER OF STRATEGY+STYLE MARKETING GROUP, KAREN E. FLUHARTY IS RESPONSIBLE FOR PUTTING BRANDS ON THE MAP, QUITE LITERALLY. CURRENTLY, KAREN'S WORK HAS TOUCHED MORE THAN 100 PROJECTS GLOBALLY.

As Vice President of International Marketing stationed in Hong Kong and New Jersey for Chelsea Property Group/Simon, Karen pioneered Premium Outlets' early entry into Japan, Mexico and Korea. Launching nearly 10 ground-up projects, these properties remain amongst the highest sales per square foot performers in the world. Karen also served as Senior Vice President of Prime Retail with

oversight of marketing strategy development, net operating income metrics, organization re-alignment, and expansion and repositioning of a portfolio of shopping centers totaling nearly eight million square feet.

A retail industry thought-leader frequently interviewed for both national and international news articles and television segments, Karen is also a sought-after speaker at leading real estate conferences and seminars. Now a 10-time ICSC MAXI award winner, among other noted industry accolades awarded to her throughout her professional career, Karen has authored many retail business opinion pieces and trend articles published in both U.S. and international publications.

Karen attended the Fashion Institute of Technology's Continuing Education Program and earned her Bachelor of Science degree in marketing from the University of Pittsburgh.



# TEAM



## SUE HELONDOVITCH | VICE PRESIDENT, COMMUNICATIONS

Sue Helondovitch brings more than 20 years of B2B and consumer communications experience to Strategy+Style Marketing Group from a variety of industries including retail development, outlet center properties, real estate and food service. Most recently, Sue served as public relations senior account supervisor at Oxford Communications representing Prime Retail, Villa Enterprises Management, The Residences at Two Liberty Place, Wegmans and Quick Chek, among others. Earlier in her career Sue held positions with increasing responsibility at marketing communications agencies including

LevLane, Gillespie and the Grey Healthcare Group where she worked to create, execute and evaluate both brand and cause-related awareness campaigns, including national and regional media relations outreach efforts, special events and grass-root initiatives.

A master multi-tasker and detail manager, Sue earned her Bachelor of Arts degree in English and journalism from the University of Delaware before completing her Master of Arts degree in public relations from Rowan University.



## DEANN MAGAW | MANAGER, CREATIVE SERVICES

As Creative Services Manager Deann Magaw is responsible for the development of client creative campaigns including print, broadcast, online, digital and on-site elements from conceptual development through to final production. Bringing more than seven years graphic design talent to Strategy+Style Marketing Group, Deann most recently served as a Graphic Designer with Maximum Human Performance. There she proved an integral team member designing marketing materials such as magazine ads, website banners, sales collateral and

trade show materials while also coordinating production direction and schedules with various vendors and printers. Earlier in her career she held graphic design positions with increasing responsibilities at companies including NJ Transit, Performance Foodservice and Winchester Archery.

Deann earned her BFA in communication design with a concentration in graphic design from Kutztown University in 2008.



## JUSTIN ALEXANDER | DIGITAL AND INTERACTIVE MARKETING MANAGER

Bringing deep knowledge in the digital marketing space to Strategy+Style Marketing Group, Justin Alexander is responsible for not only monitoring but responding to the end user's digital experience as he uses enhanced tracking and coding techniques to analyze and report on advertising and social media messaging performance. Justin's keen ability to identify shifts in the ever-changing digital landscape and interpret consumer data enhances Strategy+Style's digital/interactive offering as

the company continues to adopt new techniques and contemporary practices on behalf of its clients. Justin most recently led digital and interactive efforts for a small manufacturing company and also served as a social media intern at Prime Retail. A graduate of The Pennsylvania State University, he was a double major earning both a Bachelor of Science degree in Information Sciences and Technology along with a Bachelor of Arts degree in Communications.

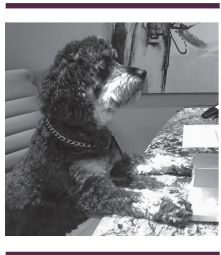




## MARY ALEXANDER | CONTROLLER

Mary Alexander serves Strategy+Style Marketing Group as its exclusive Financial Coordinator responsible for all accounting, client billing and bookkeeping needs. Earlier in her career Mary became a certified QuickBooks Pro Advisor while serving as an

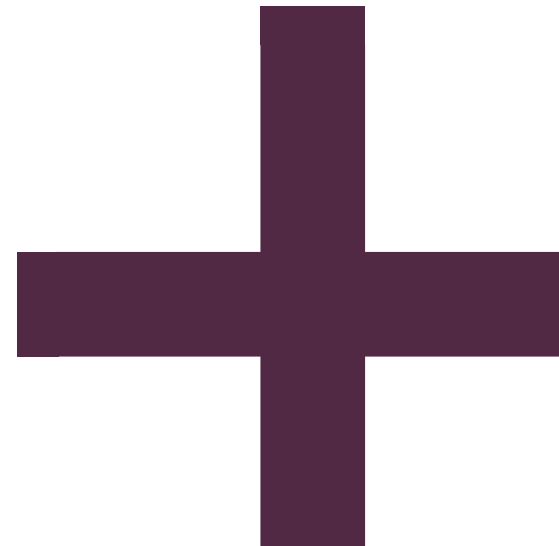
accountant for a private practice firm. Following, she began her own financial services company lending her expertise to a roster of more than 20 clients and also incorporated a small, family-owned business where she ran day-to-day operations for more than 20 years.



## DOUGLAS (THE DOG) | OFFICE MASCOT

Small, yet savvy; fluffy, yet fierce, Douglas keeps the office staff fully aware (at all times) of every passing woodland creature. If it wasn't for his uncanny K9 senses so attuned to the world outside the window, we would never know when our visitors arrive... squirrels, deer, large water fowl, the occasional black bear, and, of course, FedEx.

Douglas occupies the comfortable office couch with great style and poise, and when important matters arise (Squirrel!), you may hear him speak up during a conference call. When not attending to his office guard duties, Douglas enjoys some good old fashion lap time and following the staff around the office to see what they are having for lunch.



# CLIENTS | WE ARE THE COMPANY WE KEEP

STRATEGY + STYLE MARKETING  
GROUP BRINGS INDUSTRY BEST  
PRACTICES AND THOUGHT  
LEADERSHIP TO THE CLIENTS,  
BRANDS AND PROJECTS  
WE REPRESENT.

KKR

Blackstone

*Howard Hughes*  
THE HOWARD HUGHES CORPORATION

TSO  
THE SIMPSON ORGANIZATION

KAREN MILLEN

RELATED

HCP  
Hutensky  
Capital Partners  
CREATIVE CAPITAL. RETAIL SMART.

RED  
LEGACY

HELZBERG  
DIAMONDS OUTLET

FARALLON  
Est. 1986



Analia Voss  
New York | Buenos Aires

FORESTCITY



Taubman

Sobert Realty Corp.

monGROUP  
PROPERTIES



CentreCORP®



asics®

BEAUTYAVENUE

GARRISON  
INVESTMENT GROUP



CREIT



VANDERBILT  
EQUITIES CORPORATION

PARAGON  
OUTLETS





## CONTACT

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